

ŞİŞECAM presents its dazzling new product range at Glasstec

In exhibiting an array of innovative products at Glasstec in Düsseldorf last month, ŞİŞECAM was afforded its chance to showcase the company's current R&D focus on energy efficiency - all the while informing visitors of its high-performance solutions, which provide both effective thermal insulation and solar control.

A global player operating in key areas of glass, Şişecam presented Glasstec visitors with its wide range of innovative products at its exclusively-designed booth - attracting great interest from trade fair attendees. Not only. A stunning installation was exhibited at

its booth in commemoration of the United Nations International Year of Glass, of which the company is an important sponsor.

ŞİŞECAM WORKS ITS MAGIC

Composed with glassware, glass packaging and flat glass, the special Şişecam





installation conveyed the company's strong and extensive relationship with glass by way of an abstraction of nature.

Visitors were invited into an imaginary underwater environment where they could experience the contribution of glass to a sustainable and healthier world. Here the magical effect of brilliant green oceanic plants, multi-coloured fish, floating jellyfish and sea urchins were all captivatingly conveyed via Şişecam products - all serving as a clear reminder

of how critical sustainability is to ensuring a healthier world and a key topic of discussion at Şişecam throughout the year after 2022 was declared International Year of Glass by the United Nations.

MAXIMIZING ENERGY SAVINGS

Demonstrating its expertise in both product development and R&D, Şişecam also presented its high-tech products. Visitors to the shade show were informed about its new, advanced technology as well as its value-added

products that provide energy savings, safety, security and noise control.

Here the company exhibited its 'Şişecam Temperable Solar Control Low-E Glass Neutral 63/29' triple silver product - which has a very high selectivity value. Offering solutions to prestigious projects, Neutral 63/29 provides energy savings with maximum solar control and a U value of 1.0 W/m²K - all without compromising natural daylight.

'Şişecam Temperable Solar Control Low-E Glass Neutral 70/40' has the

same colour and performance with its standard equivalent 'Şişecam Solar Control Low-E Glass Neutral 70/40', which provides high light transmission and low reflection. Indeed Neutral 70/40 is preferred for residences, villas, and retail stores, where natural appearance is desired.

Another exhibited product was the 'Şişecam Temperable Solar Control Low-E Glass Neutral 50/25'. It has the same colour and performance with its standard equivalent, namely 'Şişecam Solar Control Low-E Glass

Neutral 50/25', which provides effective solar control and excellent thermal insulation with U value of 1.0 W/m²K. Neutral 50/25 offers solutions for projects where a neutral effect on façade, low reflectance indoor and outdoor are required. 'Şişecam Temperable Solar Control Low-E Glass Neutral 43/28' is designed for warm climates and skylights where daylight control and efficient solar protection are both required.

'Şişecam Temperable Solar Control Low-E Glass Neutral 40/22' was one of the most outstanding products at the Şişecam booth, with its excellent thermal insulation, maxi-

mum solar control and neutral façade effect. Neutral 40/22 offers solutions for warm climates and

skylights with its U value of 1.0 W/m²K and provides controlled daylight. 'Şişecam Temperable So-

lar Control Low-E Glass Green 40/28', coloured by coating on the clear glass, is preferred in warm climates and skylights where daylight control and more efficient solar control are both required. The neutral effect continues when looking through -inside to outside- and creates a green colour effect on the façade.

ABOUT ŞİŞECAM

Şişecam was founded in 1935 to establish Turkey's glass industry in line with the vision of Mustafa Kemal Atatürk, the founder of the Turkish Republic. Today, Şişecam is a strong global player in the fields of both glass and chemicals. Şişecam is a global company that operates in the core areas of glass production, including flat glass, glassware, glass packaging and glass fibre. The company currently ranks among the world's top glassware manufacturers as well as the top producers of glass packaging and flat glass. It is one of the three largest soda ash producers in the world and a world leader in chromium chemicals.

Şişecam also plays a lead role in the flat glass, glassware, glass packaging, chemicals, automotive, glass fibre, mining, energy and recycling business lines. The company operates production facilities in Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia-Herzegovina, Russian Federation, Georgia, Ukraine, Egypt, India, and the USA - all in addition to Turkey.

Şişecam is taking major steps towards its goal of becoming one of the world's top three manufacturers in its main fields of activity. Driven forward by its highly competent human resources and smart technologies, The company is continuously transforming its digital infrastructure and corporate culture, always taking into account the needs of the future. With 86 years of experience and 24.000 employees, it conducts production activities in 14 countries on four continents and operates a sales network in more than 150 countries worldwide.

Şişecam is moving forward along its growth journey, in line with its Global Excellence strategy and powered by an inclusive approach that supports the development of its entire ecosystem. It takes responsibility for protecting the planet, empowering society and transforming life with its CareforNext strategy, which is compliant with, and centered around, the United Nations Sustainable Development Goals. Here Şişecam uses all its experience and competencies to promote sustainable development in every aspect.



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